

KQVR-TV

2713 KQVR Drive, . West Sacramento CA 95605

KQVR-TV

CONTRACT NO. REV.

1191-33407-1

DATE PRINTED

08/15/12

AND

PAGE 1

338847		AGENCY (OR SERVICE) ACTING AS AGENT FOR		338848		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME		INCEPTION MARKETING LLC				KIM VANN FOR CONGRESS		
AND		847 Sansome St Ste 200				PO BOX 984		
ADDRESS		San Francisco CA 94111-1529				Willows CA 95988-0984		
		USA				USA		
CONTACT						PRODUCTCD03R/VANN		
LOCAL SALESPERSON		LINDA SULA		AGENCY EST. NO.		PRODUCT 1300		
				10/1		CODE		
NATIONAL SALESPERSON								
BROADCAST SCHEDULE STARTING 10/01/12 AND ENDING 10/07/12 NO. WEEKS: 1								

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	M-F	2	05:00A	06:00A	30S	10/01/12-10/05/12	CBS13.COM @ 5AM	2	100.00	200.00
2	M-F	2	06:00A	07:00A	30S	10/01/12-10/05/12	CBS13.COM @ 6AM	2	150.00	300.00
4	Sa	1	05:00A	07:00A	30S	10/06/12-10/06/12	CBS THIS MORNING - SATURDAY	1	75.00	75.00
5	Su	1	06:58A	08:28A	30S	10/07/12-10/07/12	CBS THIS MORNING - SUNDAY	1	500.00	500.00
6	M-F	2	09:58A	10:58A	30S	10/01/12-10/05/12	THE PRICE IS RIGHT	2	275.00	550.00
7	M-F	1	12:00N	12:30P	30S	10/01/12-10/05/12	CBS13 NEWS @ NOON	1	200.00	200.00
8	M-F	3	01:58P	02:58P	30S	10/01/12-10/05/12	THE DOCTORS	3	150.00	450.00
9	M-F	2	02:58P	04:00P	30S	10/01/12-10/05/12	DR PHIL	2	275.00	550.00
10	M-F	2	04:00P	05:00P	30S	10/01/12-10/05/12	CBS13 NEWS @ 4	2	500.00	1000.00
11	M-F	2	06:00P	06:30P	30S	10/01/12-10/05/12	CBS13 NEWS @ 6	2	800.00	1600.00
12	Su	1	04:58P	05:30P	30S	10/07/12-10/07/12	CBS13 NEWS @ 5PM (SUN)	1	750.00	750.00
13	M-F	1	06:30P	06:58P	30S	10/01/12-10/05/12	ENTERTAINMENT TONIGHT M-F	1	750.00	750.00
14	F	1	06:58P	08:00P	30S	10/05/12-10/05/12	CSI: NY	1	1200.00	1200.00
15	F	1	09:00P	10:00P	30S	10/05/12-10/05/12	BLUE BLOODS	1	2000.00	2000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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ADDRESS	San Francisco CA 94111-1529		Willows CA 95988-0984	
	USA		USA	
CONTACT			PRODUCTCD03R/VANN	
LOCAL SALESPERSON	LINDA SULA	AGENCY EST. NO.	PRODUCT CODE	
		10/1	1300	
NATIONAL SALESPERSON				
BROADCAST SCHEDULE STARTING 10/01/12 AND ENDING 10/07/12 NO. WEEKS:				1

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			FROM	TO						
16	M	1	09:00P	10:00P	30S	10/01/12-10/01/12	HAWAII FIVE-0	1	3000.00	3000.00
17	T	1	06:58P	08:00P	30S	10/02/12-10/02/12	NAVY N.C.I.S.	1	4000.00	4000.00
18	M-Su	2	10:00P	11:00P	30S	10/01/12-10/07/12	CBS 13 10PM NEWS M-SU	2	1200.00	2400.00
19	Sa	1	11:00P	12:00M	30S	10/06/12-10/06/12	CBS13 NEWSRPT @ 11 (SAT)	1	300.00	300.00
20	Su	1	11:00P	12:00M	30S	10/07/12-10/07/12	CBS13 NEWSRPT @ 11 (SUN)	1	300.00	300.00
21	M-F	2	11:00P	12:05A	30S	10/01/12-10/05/12	DAVID LETTERMAN	2	400.00	800.00
Total Contract:								30		20925.00
Billing Summary										
						Oct	Nov	Dec	Total	
Qtr 4-12						20925.00	.00	.00	20925.00	
GRAND TOTAL									20925.00	

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